

Rep Order# 6848890 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 9:48 AM 1 of 2

EC'd Yes Last Received: 08/31/2012 9:13 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () AMER 4 PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 394 Agency C/P1/P2/E //394
Buyer STEPHANIE KOHLBAUER Flight Dates 09/04/2012 - 09/10/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$10,600
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10P-1045P	LATE NEWS	:60	\$2,400.00	09/04-09/07	1	1	1	\$2,400.00	
			Buyline Comment: LATE NEWS									
	2	F	8P-9P	HOUSE	:60	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
			Buyline Comment: HOUSE									
	3	SA	11P-1130P	SATURDAY LATE NEWS	:60	\$2,000.00	09/08-09/08	1	1	1	\$2,000.00	
			Buyline Comment: SATURDAY LATE NEWS									
	4	SU	10A-11A	FOX NEWS SUNDAY	:60	\$200.00	09/09-09/09	1	1	1	\$200.00	
			Buyline Comment: FOX NEWS SUNDAY									
	5	SU	10P-1045P	SUNDAY LATE NEWS	:60	\$2,400.00	09/09-09/09	1	1	1	\$2,400.00	
			Buyline Comment: SUNDAY LATE NEWS									
	6	M	10P-1045P	LATE NEWS	:60	\$2,400.00	09/10-09/10	1	1	1	\$2,400.00	
			Buyline Comment: LATE NEWS									

---REPORT TOTALS---

Report Totals: 6 / \$10,600.00

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Advertiser () AMER 4 PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 394
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //394
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Sep 12: 6 / \$10,600.00
Sales Totals: 6 / \$10,600.00
Station Totals: 6 / \$10,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$265,000	CATV 0%	WAVY 39%	WGNT 0%	WPXV 0%	WTKR 31%
		WTVZ 0%	WVBT 4%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE